

**CBRE SPUK III (NO 45) LTD &
MERSEA HOMES (IPSWICH) LTD**

**LAND WEST OF WESTERFIELD ROAD,
IPSWICH**

Interim Workplace Travel Plan

September 2018

REPORT CONTROL

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1 INTRODUCTION

1.1 Introduction

1.1.1 This Interim Workplace Travel Plan has been prepared by Croft Transport Solutions with respect to the development known as Fonnereau Village in Ipswich. The purpose of this document is to identify the range of measures which could be included within a Final Workplace Travel Plan for the development which will continuously evolve as the various development phases are brought forward.

1.1.2 This document relates to the commercial development at Fonnereau Village, with a separate Interim Residential Travel Plan having also been developed for the residential elements of the development.

1.1.3 The masterplan for the development and an agreed package of funding and infrastructure works will ensure that access arrangements include excellent pedestrian and cycle infrastructure along with a bus service strategy. The purpose of the Travel Plan strategy is to encourage residents and people working on the site to favour the use of sustainable modes rather than the private car.

1.2 Travel Plan Structure & Objectives

1.2.1 The purpose of the Interim Workplace Travel Plan is to set out the parameters for the long-term Full Workplace Travel Plan. The Full Workplace Travel Plan will be submitted prior to the occupation of the first commercial unit. It will build upon this Interim Workplace Travel Plan by using data collected for the Full Residential Travel Plan once 100 dwellings have been constructed.

1.2.2 It will be the responsibility of the Lead Developer through the appointment of a Travel Plan Co-ordinator of the site to ensure that the obligations of the Interim and Full Workplace Travel Plans are defined and implemented as the development commences.

1.2.3 It will be the responsibility of the Travel Plan Co-ordinator, alongside a Transport Management Association that represents the commercial businesses on the site, to

ensure that the Full Workplace Travel Plan achieves the key objectives of the overall travel planning for the development, namely:

- Reduce the need to travel;
- Maximise the use of walking and cycling as the primary mode of travel;
- Maximise the use of public transport services as the primary mode of travel;
- Maximise opportunities for car sharing journeys;
- Promote healthy lifestyles and sustainable vibrant communities; and
- Reduce road danger and protect vulnerable road users.

1.2.4 The structure of this Interim Workplace Travel Plan sets out a brief consideration of the location and transport credentials of the development. It then sets out the main elements that will be required to be included in the detailed Final Workplace Travel Plan document to be submitted.

1.3 S106 Travel Plan Support

1.3.1 The developer has entered into an agreement with the highway and planning authorities, via a Section 106 agreement, to provide funding for transport infrastructure and various elements of the Travel Plan.

1.3.2 In terms of the Travel Plan, the developer has agreed to the following:

- Prepare and implement this Interim Workplace Travel Plan and a future Full Workplace Travel Plan;
- Agree to a monitoring and review strategy, including targets;
- Fund a Travel Plan Co-ordinator and set up a Transport management Association;
- Provide funding to allow the Council to evaluate and support the Travel Plan process;
- To respond satisfactorily to Travel Plan Notices issued by the County Council, if the implementation of the Travel Plan is deemed by them to be unsatisfactory; and
- Provide a Travel Plans Implementation Bond which can be used by the Council to implement the travel Plan should they so need to.

1.3.3 All of the above will provide surety that the Travel Plans will be implemented successfully.

1.4 Site Location

1.4.1 The application site is an area of land located between Westerfield Road (to the east), Henley Road (to the west) and the main Ipswich to Felixtowe / Lowestoft rail line (to the north). The site lies approximately 1.8km to the north of Ipswich town centre.

1.4.2 The application site consists of approximately 43 hectares of agricultural land and it is shown from a strategic perspective in **Plan 1**, with **Plan 2** displaying it in a local context. A masterplan is provided as **Plan 3**.

1.4.3 The application site is known as Fonnereau Village. This is part of a wider development area collectively known as the Ipswich Garden Suburb (IGS) and which also includes:

- Henley Gate (east of Henley Road and north of the railway line);
- Red House Farm (east of Westerfield Road); and
- Ipswich School site (immediately to the south west of the Fonnereau Village development).

1.4.4 This Interim Travel Plan focuses on the Fonnereau Village site. It is acknowledged that in the future it could be co-ordinated with the adjacent IGS sites to ensure a broadly consistent Travel Planning approach.

1.5 Existing Pedestrian Network

1.5.1 The development site is well served by existing pedestrian facilities. To the eastern side of the site, footway and street lighting are provided along the eastern channel line of Westerfield Road carriageway from Westerfield railway station to Valley Road. Directly south of the development site on Westerfield Road (where the speed limit changes from 40mph to 30mph), footway and street lighting are provided on both sides of the Westerfield Road from this point heading south until its junction with the A1156.

1.5.2 To the south of the site, Valley Road runs from the east to west linking Westerfield Road to Henley Road. There is a good level of pedestrian facilities provided along Valley Road

with footways and street lighting provided along both sides of the carriageway. In addition, dropped kerbs and tactile paving are provided at numerous strategic locations along its length. Approximately 50m east of the existing Westerfield Road / Valley Road roundabout, a Toucan crossing is provided and pedestrian crossing facilities are also provided within the signalised junction at Henley Road / Valley road on all approach arms.

1.5.3 Henley Road is located along the western side of the development site, leading from Henley in the north, connecting to Valley Road to the southwest of the site before continuing south to the A1156. The pedestrian infrastructure and provision along Henley Road is also provided to a good standard with footways and street lighting provided along both sides of the carriageway as well as dropped kerbs and tactile paving being provided at strategic locations along its length.

1.5.4 A plan showing the 1km and 2km walking catchment areas from the development site is included as **Plan 4**. This plan also highlights the Public Rights of Way (PROW) in the vicinity, along with the location of local amenities.

1.5.5 As it can be seen from this plan, there are a number of Public Rights of Way which cross the development site linking it to The Grove (a small residential street off Henley Road), Westerfield Road, Valley Road and Westerfield village and railway station. The PROW route that passes through the site is referred to as 'Fonnereau Way' – this path begins at Ipswich railway station and crosses Christchurch Park before directly crossing the development site onto Westerfield. As a result, there is a pedestrian access to the site from the town centre which is already well established and has been incorporated into the final masterplan for the site.

1.6 Existing Cycle Network

1.6.1 Cycling has the potential to replace short car journeys, particularly those under 5 kilometres. At a leisurely cycle speed of 10 miles per hour this would equate to a journey of around 25 minutes.

- 1.6.2 **Plan 5** demonstrates a 5km cycle catchment from the development site and also shows existing cycle routes surrounding the site. As can be seen from this plan, a 5km cycle catchment includes the entire Ipswich urban area, with the exception of some predominantly residential areas to the south of the town.
- 1.6.3 This plan also highlights that there is extensive cycle infrastructure within Ipswich and the areas surrounding the town centre, including in the vicinity of the development site
- 1.6.4 Westerfield Road is described as an 'advisory cycle route' along with several other streets in close proximity to the site. Valley Road currently has on-road cycle lanes with advance cycle stop lines being provided at the signalised junctions of Dale Hall Lane / Valle Road and Henley Road / Valley Road. Dale Hall Lane also has on-road signed cycle routes. A toucan crossing is also provided to the east of the Westerfield Road roundabout. Most of the Tuddenham Road corridor and the Dale Hall Road/Henley Road/Fonnereau Road corridor are signed on-road cycle routes.
- 1.6.5 To the north of the development site, the National Cycle Network on-road route 1 (NCN1) runs through Westerfield village, along Lower Road.
- 1.6.6 The section of 'Fonnereau Way' which passes through the development site is to be upgraded to a shared pedestrian/cycleway.
- 1.6.7 The topography of the area surrounding the site and Ipswich in general is conducive to cycling, and along with the existing facilities, it is considered that cycling will be an attractive mode of travel for those working at the development site.
- 1.7 Existing Bus Service**
- 1.7.1 The Chartered Institute of Highways and Transportation's (CIHT) document 'Planning for Public Transport in Developments' recommends that new developments should be have a maximum walking distance of 400m to the nearest bus stop.

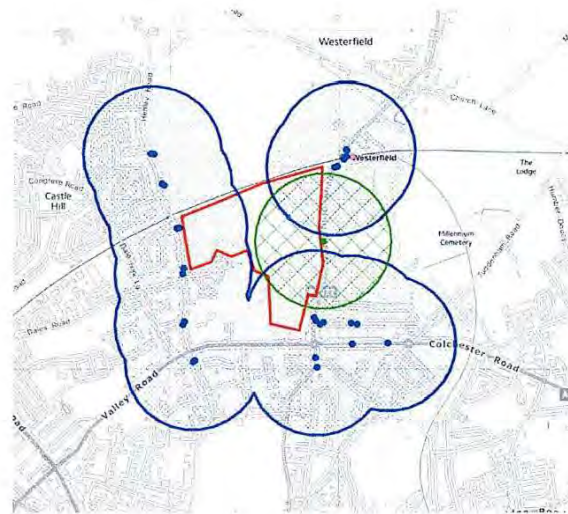


Figure 1.1: Existing bus stops within 400m of the site

- 1.7.2 Existing bus stop locations and 400m catchment areas are shown in **Figure 1.1** above. This Plan also shows the addition of the temporary bus stop on Westerfield Road proposed as part of the early development of the site. This shows that there are numerous bus stops within the vicinity of the site and that the vast majority of the proposed development is conveniently accessible by existing bus services. The accessibility will be further enhanced once the proposed dedicated bus service commences through the site.
- 1.7.3 The majority of these stops consist of a post and sign with some providing timetable information. Only one stop, the southbound stop to the north of Westerfield railway station on Westerfield Road, provides a shelter and seating. These stops provide access to existing bus services that operate along Westerfield Road, Chelworth Avenue and Henley Road. **Table 1.1** provides route details and frequency for each of the main services operating from those bus stops.

Route	From	To	Via	Frequency	Operator
7	Ipswich – Tower Ramparts	Anglia Retail Park	Henley Road	Every 60 mins (Mon-Sat)	Ipswich Buses
59	Ipswich – Tower Ramparts	Rushmere	Chelsworth Avenue	Every 60 mins 10.00 – 15.00 (Mon-Sat)	First Group
115/116	Ipswich – Old Cattle Market bus Station	Wetheringsett / Debenham	Henley Road	5 services per day (Mon-Sat)	Galloway European
118/119	Ipswich – Old Cattle Market bus Station	Framlingham	Westerfield Road	2 Buses during AM peak (Mon-Friday). Every 60-90 mins at all other times (Mon – Fri)	Galloway European

Table 1.1: Existing Bus Services

1.7.4 In summary, Services 118/119 operate directly along Westerfield Road and provide an adequate level of existing bus service, including two services into Ipswich in the morning peak and two from Ipswich in the evening peak. The 59 route also provides additional services to/from Ipswich during the day from the southern part of Westerfield Road.

1.7.5 Services 19 and 115/116 provide a good level of service in the Henley Road corridor.

1.7.6 These services provide access between the development site and Ipswich town centre as well as the surrounding areas of Castle Hill, Rushmere, Wetheringsett and Framlingham.

1.8 Existing Rail Service

1.8.1 Westerfield railway station is located approximately 500m north of the development along Westerfield Road which is within the acceptable walking distance of 800m as stated within CIHT's guidance document 'Planning for Public Transport in Development'.

1.8.2 There is presently a continuous footway that runs along the eastern edge of the Westerfield Road carriageway, linking to the rail station and Westerfield Village. Westerfield Station also features disabled access and cycle parking facilities in the form of two Sheffield stands (four bicycle spaces).

1.8.3 Regular services operate from **Westerfield** which is predominantly served by the Ipswich to Felixstowe service though occasional Ipswich – Lowestoft services also call at the station. The service pattern can be described as follows:

- Early morning services start around 05:30 (1 hour later on Saturday) and are hourly or more frequent through the morning peak period;
- From around 09:00 there is a regular hourly frequency service until approximately 23:00 (Monday – Saturday);
- On Sundays, there is an hourly service between Felixstowe and Ipswich from around 09:30 until around 22:00. The Ipswich – Lowestoft service (1 per 2 hours) also calls at Westerfield.

1.8.4 Ipswich rail station offers a greater choice of destinations, including London, Norwich and Cambridge and the wider strategic rail service which could be incorporated as part of a train interchange journey or as part of a linked journey using other sustainable travel modes.

1.9 Existing Local Amenities

1.9.1 Fonnereau Village is a mixed-use scheme that will incorporate a number of amenities which will allow for internal trips to be made on foot and by cycle. The facilities provided within the development will include a primary school, food retail and community facilities.

1.9.2 Other facilities, including a secondary school, will come forward across the wider IGS as it is implemented.

1.9.3 Furthermore, the local area surrounding the site also provides numerous amenities which are highlighted in **Plan 4**. This shows that within a convenient walking catchment area from the site, there are numerous amenities that could be utilised by residents of the proposed development. These include:

- Leisure facilities and Sports Clubs;
- Post offices;

- Primary Schools;
- Secondary Schools;
- Convenience store;
- Dentists; and
- Doctors' surgeries.

1.10 Existing Accessibility Conclusion

- 1.10.1 The aforementioned highlights that the development site is well located in terms of pedestrian/cycle infrastructure, public transport services and in the provision of local amenities, all of which will help encourage and promote travel by means other than the private car.

2 MASTER PLAN PROPOSALS

2.1 Land Uses

2.1.1 It is proposed that the development site will include a mix of different land uses. In summary, the site is proposed to include the following schedule of development:

- residential development up to 815 dwellings;
- district centre, comprising food retail (up to 3,333 sqm), non-food retail (up to 2,033 sqm) and community facilities;
- primary school;
- green infrastructure.

2.1.2 The proposed scheme will be also be developed in a number of phases, with Phase 1 providing approximately 175 dwellings and the remaining phases increasing this to 815 dwellings together with the district centre uses.

2.1.3 The site is part of the wider Ipswich Garden Suburb. These additional proposed developments include the Henley Gate site, the Redhouse Farm site (which is proposed to include a secondary school) and the Ipswich School site. It is envisaged that a high level of infrastructure will be provided to ensure connectivity and permeability between these sites. An outline of the expected infrastructure is contained in the 'Ipswich Garden Suburb SPD Interim Guidance'.

2.2 Access Points

2.2.1 Several access points are proposed as part of the development scheme and these are depicted in **Figure 2.1**.

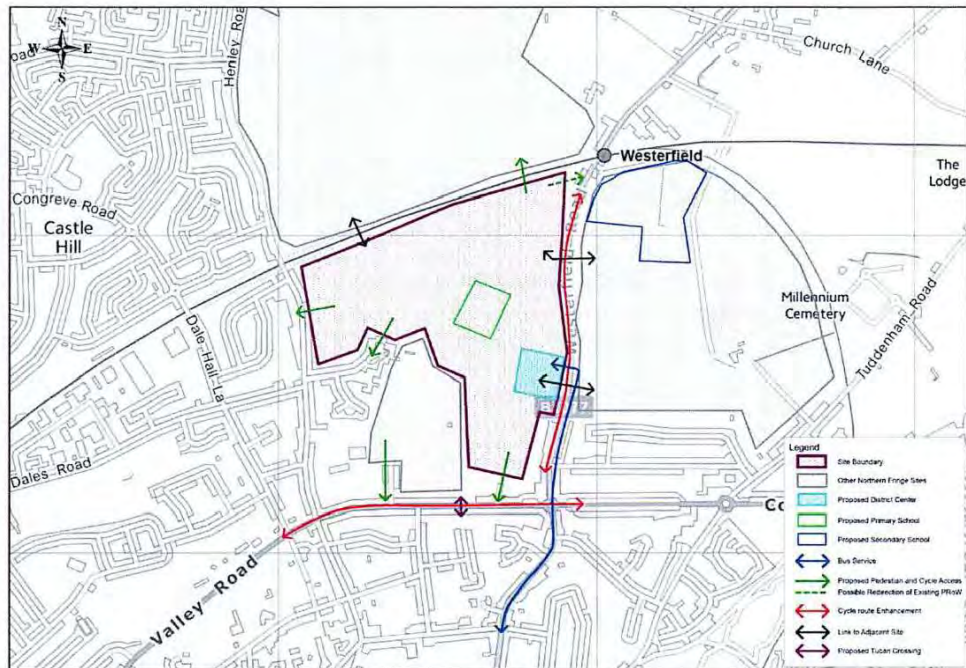


Figure 2.1 Site Access Arrangements

2.2.2 As it can be seen from Figure 2.1, Westerfield Road provides two vehicular access points. Additional pedestrian/cycle access points will also be provided to Westerfield Road, Henley Road, The Grove, Fonnereau Way (south) and Picton Avenue. Fonnereau Way also provides a link to the north and to Westerfield village.

2.2.3 As mentioned, as part of the wider IGS development, it is expected that a high level of connectivity and permeability between Fonnereau Village, Henley Gate and Red House Farm will be provided. This will include a vehicular bridge across the railway line, linking Fonnereau Village with Henley Gate. In addition, a pedestrian/cycle bridge over the railway line is proposed to the northeast to enhance connectivity between these two sites.

2.2.4 Moreover, the future development of Westerfield Road to include the proposed site accesses of Red House Farm (adjacent to Fonnereau Village) will help provide a high level on connectivity between these sites. It is expected that pedestrian/cycle crossing facilities and infrastructure will be provided at strategic locations along Westerfield Road to further enhance this connectivity with the Red House Farm site.

2.3 Section 106 Infrastructure

2.3.1 The developer has entered into an agreement with the highway and planning authorities, via a Section 106 agreement, to provide funding for transport infrastructure, including the following:

- Funding towards improvements to public rights of way including Bridleways 1 & 21;
- Funding towards off-site sustainable transport measures including pedestrian and cycle routes;
- Funding towards bus services to Ipswich town centre and bus stops;
- Funding towards improved infrastructure at Westerfield railway station, including shelters, information screens, cycle storage, security improvements and ticket machines; and
- Provide linkages and land to allow vehicular, pedestrian and cycle access across the railway line to the north.

2.4 Proposed Pedestrian and Cycle facilities

2.4.1 As highlighted by Figure 2.1, the proposals will allow for a high level of access to the development via numerous locations. The main enhancements to pedestrian and cycle provisions as part of the proposals are:

- Provide shared footways/cycleways within the development site, parallel with the western side of Westerfield Road and leading from the northern section of the development site to the southeast point before connecting to the existing footway on Westerfield Road;
- Provide pedestrian/cycle crossing facilities on Westerfield Road and improved linkages to Westerfield Station;

- Provide suitable pedestrian/cycle facilities at all access points;
- Provide pedestrian/cycle crossing facilities along Valley Road in the vicinity of Fonnereau Way and Picton Avenue;
- Provide access to the proposed bridge link over the railway line between Fonnereau Village and Henley Gate;
- Appropriate infrastructure to ensure permeability throughout the site for these modes of travel;
- Ensure appropriate pedestrian/cycle facilities are provided during the scheme construction;
- Give appropriate consideration to the needs of mobility impaired users, people with visual impairments and pushchair users during the scheme design; and
- Fund further enhancements through the S106.

2.5 Proposed Public Transport Improvements

- 2.5.1 The 'Ipswich Garden Suburb SPD Interim Guidance' outlines an anticipated service pattern. This has been used as the assumed service pattern for the purposes of this Travel Plan.
- 2.5.2 The expectation is to have two bus routes to/from Ipswich town centre which would both travel along the Westerfield Road corridor and then access the Ipswich Garden Suburb sites. One would travel into the Fonnereau Village site and continue to the Henley Gate site and the other would loop to the east to serve the Redhouse Farm site, though the latter would also pass close to the district centre adjacent to Westerfield Road. These are shown diagrammatically in **Figure 2.1**.

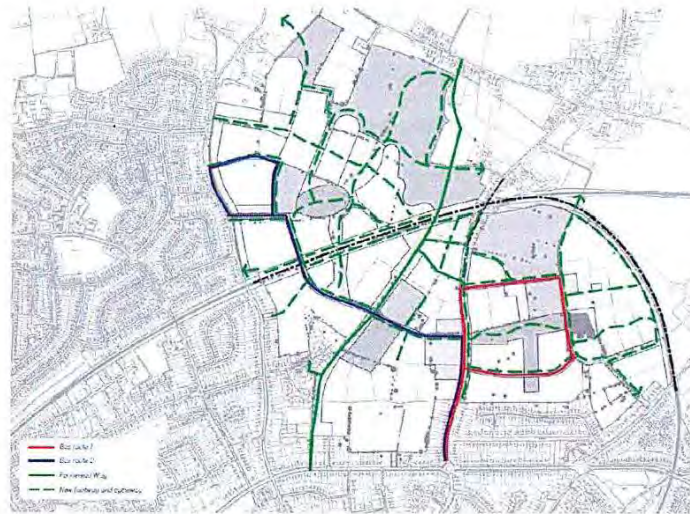


Figure 2.1: Bus Services Envisaged in SPD Guidance

- 2.5.3 This pattern of services has a number of advantages. Firstly, the use of two services avoids the potential long journey times which might be associated with attempting to serve all the development sites with a single service. Secondly, it concentrates on the Westerfield Road corridor which is presently less well served by existing bus services than the Henley Road corridor.
- 2.5.4 During the early stage of development, it will not be possible for a bus service to directly access the site and it is therefore proposed that a temporary bus stop is provided on Westerfield Road. This ensures that newly constructed dwellings will be within a 400m walking distance of the nearest bus stop.
- 2.5.5 The existing 118/119 services travel along Westerfield Road. These services currently provide an adequate level of service, including two or more services to/from Ipswich in the AM and PM peak periods.
- 2.5.6 Once the road infrastructure in the vicinity of the district centre is completed, it will be possible for bus services to directly enter the site.

- 2.5.7 During this stage of development, the bus service will operate between Ipswich town centre and the development site. The service will approach the site via Westerfield Road, entering and leaving by the southern signalised access onto the Westerfield Road. The internal road network of the site will ensure that there is a means for the bus service turning around.
- 2.5.8 Once the internal spine road and the new railway bridge is in place the internal spine road will provide a link to the Henley Gate site.
- 2.5.9 This link will enable the bus service to be extended to the Henley Gate site. This provides the opportunity to establish the final pattern of services for the Fonnereau Village and Henley Gate sites, which is presently assumed to be that set out in the 'Ipswich Garden Suburb SPD Interim Guidance'.
- 2.5.10 Funding for the bus service plus improvements to bus and rail infrastructure will be secured via the Section 106 agreement.

2.6 Proposed Parking Provisions

- 2.6.1 The masterplan will provide parking in accordance with Local parking standards for the various land uses in order to minimise the number of vehicles parked on the internal roads. Provision will also be made for mobility impaired users.
- 2.6.2 On-road parking restrictions along the main internal spine road will be implemented to avoid congestion and to assist bus operation through the site.
- 2.6.3 On-site cycle parking will be provided at strategic locations on site to promote cycling as a sustainable mode of travel. Cycle parking will be in accordance with local guidance.

3 PROPOSED TRAVEL PLAN MEASURES

3.1 Workplace Travel Plan Structure

3.1.1 This Interim Workplace Travel Plan sets out a broad set of measures to help encourage and promote sustainable travel at the development site. This set of travel planning measures will form the basis for the Full Workplace Travel Plan, which will be submitted prior to the first occupation of any commercial development.

3.1.2 The Full Workplace Travel Plan will be finalised following consultation with Suffolk County Council's Travel Plan Team. This will ensure that an approach is taken which is consistent throughout the Ipswich Garden Suburb sites.

3.1.3 An early focus of the Interim Workplace Travel Plan will be to promote the Travel Plan process to potential occupiers and to ensure that transport infrastructure is implemented during each phase of the development.

3.1.4 Clearly, a number of these measures also have a wider benefit than to just people working on the site and would assist existing local residents and visitors.

3.1.5 Moreover, as the Henley Gate and Red House Farm developments are brought forward, liaison and consultation with their respective Travel Plan Co-ordinators is important to ensure consistency in travel planning approach as well as enhancing the effectiveness of travel planning for all sites.

3.1.6 The final measures and actions to be implemented will be determined by the Travel Plan Co-ordinator (discussed later in Section 4 of this report). However, the likely requirements for the Full Workplace Travel Plan are summarised in the following paragraphs.

3.2 Walking

3.2.1 Measures to encourage journeys by foot will include:

- The promoting, publicising and providing information on walking (including health benefits), maps, information of local walking routes and distances as well as details on footpaths and networks being incorporated into the development site;
- Improvements and extensions to the local walking routes and crossing facilities; and
- Provision of welcome packs to employees within the development site which would include all the relevant walking information.

3.3 Cycling

3.3.1 Measures to encourage cycle travel will include:

- The promoting, publicising and providing information on cycling (including health benefits) and maps, as well as information on local cycle routes and distances;
- Provision of welcome packs to employees within the development site which would include all the relevant cycling information;
- Provision of safe and secure on-site bicycle parking, lockers and showers where appropriate;
- Marketing of local cycle shops;
- Improvements and extensions to local cycle routes and crossing facilities;
- Providing information to employers and employees in respect to potential cycle to work schemes;
- Investigate the feasibility of establishing a Bicycle User Group (BUG) to act as a representative forum on cycling and to assist the promotion of cycling; and
- Provide information to residents in relation to opportunities for cycle training.

3.4 Public Transport

3.4.1 Measures to encourage public transport as an alternative to private car use include:

- The provision of a new bus service around the site and surrounding area;
- New and enhanced bus facilities and infrastructure including bus stops, shelters, seating and information;

- Enhanced links to Westerfield Station and the funding of improvements at the station;
- Provision of a Welcome Pack providing information on local public transport timetables, routes and costs; and
- Encourage businesses to provide season ticket loans in order to encourage the use of public transport.

3.5 Car Sharing & Car Club

3.5.1 Measures to encourage employees to include:

- Promote car sharing by informing residents and workers of its benefits, initially directing them to www.suffolkcarshare.com;
- Investigate the feasibility of setting up a car scheme specifically for those within the development;
- Promote and encourage businesses to use car hire or car pools for work-based trips in order that employees can use public transport for their primary trips; and
- Investigate opportunities for introducing a Car Club, such as Co-wheels.

3.6 Promotion

3.6.1 To ensure that workers are aware of all the measures being provided at the site and within Ipswich to encourage sustainable travel, promotion through varying forms will be considered. Examples include:

- Notice boards in prominent locations within each commercial building;
- Internet and Community Travel website;
- E-mail;
- Social media; and
- Production of leaflets/brochures.

3.6.2 In addition, travel information welcome packs for all workers will be provided on occupation of each commercial building. The information in these packs will be regularly updated by the appropriate Travel Plan Co-ordinator.

4 IMPLEMENTATION

4.1 Introduction

4.1.1 The detailed measures to be brought forward at each stage of the development will be clearly defined within the Full Workplace Travel Plan submission.

4.2 The Travel Plan Co-ordinator and Responsibilities

4.2.1 The implementation of the Travel Plan will require the appointment of a Travel Plan Co-ordinator.

4.2.2 A Travel Plan Coordinator will be appointed by the Lead Developer of the proposed development, prior to the development being occupied. The Travel Plan Coordinator will be responsible for the Workplace Travel Plans, and will also have an over-arching role in co-ordinating other Travel Plans and initiatives.

4.2.3 Until such time as a Travel Plan Coordinator is appointed, the role will be covered by:

Mr Tim Russell – Croft Transport Solutions

Contact: 0161 667 3746 tim@crofts.co.uk

4.2.4 Within 6 months of the first commercial building having been occupied, the Travel Plan Co-ordinator will create a Transport Management Association, which will include a representative from each commercial occupier.

4.2.5 The contact details of the Travel Plan Co-ordinator will be provided to the planning and highway authorities and updated as necessary.

4.2.6 The Workplace Travel Plan Co-ordinator will be responsible for:

- Implementing the Interim and Full Workplace Travel Plan documents;
- Liaison with the different operators and suppliers;
- Liaison with the Local Authority and County Council;
- The provision of information for workers including the travel information pack;

- Arranging any necessary induction system on site to explain, for example, the use of the potential car club or car share scheme; and
- The ongoing monitoring and review of the scheme.

4.2.7 The position of Travel Plan Coordinator is envisaged to remain in position until one year after occupation of the final dwelling (unless an alternative methodology for managing the Travel Plan is agreed).

4.3 Transport Management Association

4.3.1 The Travel Plan Co-ordinator will work closely with a Transport Management Association, which will be set up within 6 months of the first commercial building being occupied. This Association will consist of the Travel Plan Co-ordinator and a member of staff from each commercial organisation operating from the site. The Transport Management Association will undertake the following:

- Meet to an agreed schedule and at least once a year to discuss transport matters and the implementation of the Full Workplace Travel Plan;
- Assist the Travel Plan Co-ordinator in relation to the collection of survey data, the distribution of Welcome Packs and the promotion and implementation of the Travel Plan policies; and
- Liaise with the planning and highway authorities as required.

4.3.2 The contact details of every member of the Transport Management Association will be provided to the planning and highway authorities.

4.4 Funding

4.4.1 A budget will be set aside for funding the Travel Plan Coordinator and the ongoing running costs of the Travel Plan and associated measures.

4.4.2 In terms of the Travel Plan, the developer has agreed to the following through the Section 106:

- Prepare and implement this Interim Workplace Travel Plan and a future Full Workplace Travel Plan;
- Agree to a monitoring and review strategy, including targets;
- Fund a Travel Plan Co-ordinator;
- Set up a Transport Management Association;
- Provide funding to allow the Council to evaluate and support the Travel Plan process;
- To respond satisfactorily to Travel Plan Notices issued by the County Council, if the implementation of the Travel Plan is deemed by them to be unsatisfactory; and
- Provide a Travel Plans Implementation Bond which can be used by the Council to implement the travel Plan should they so need to.

4.4.3 All of the above will provide surety that the Travel Plans will be implemented successfully.

5 MONITORING AND PERFORMANCE

5.1 Introduction

5.1.1 The primary objective of the Travel Plan is to:

‘ensure that vehicle trip rates do not exceed the vehicular trip rates that were contained in the development’s Transport Assessment, assuming the application of trip rates that allow for the introduction of additional sustainable infrastructure.’

5.1.2 In order to ascertain the effectiveness of the Travel Plan, it is proposed that the sites travel patterns are established in order that future changes in travel can be established. Due to the differing land uses, the process for monitoring these travel patterns and the times at which they are analysed will vary. The workplace travel survey will take place as follows:

- Workplace travel survey – the surveys will be completed at the same time as the Residential Travel Plan surveys
- The survey will be repeated annually for a period of 5 years, or until 1 year after the occupation of the final residential dwelling, whichever is the later.

5.1.3 The workplace travel surveys are likely to be in the form of a questionnaire and should identify the existing travel mode splits of all workers on the site. Therefore, the travel survey should be formed to establish:

- Typical mode of transport used to make journeys, details of these journeys and frequencies;
- Attitudes towards walking and cycling, car sharing and public transport;
- Distance travelled to work through the use of postcode information, and;
- An indication of the type of measures that may encourage people to change their usual mode of transport.

5.1.4 In addition, other methods of data collection will be used in conjunction with these surveys, such as:

- Traffic/multimodal surveys at the entrances to the development;
- Usage statistics for the bus service;
- Monitoring the use of any car-share facility for residents, employees and the schools; and
- Monitoring any Car Club usage.

5.1.5 The traffic count data will be used to establish a trip rate against which the success of the Travel Plan will be measured.

5.1.6 The results of these surveys will be submitted to the Local Authority within 3 months of the surveys being undertaken. The data will be used to inform the Full Workforce Travel Plan.

5.2 Targets

5.2.1 In view of the mix of land uses at the site, the most pragmatic means of monitoring is to set targets which are based on overall vehicle traffic to/from the site. This data can be easily gathered by means of a traffic survey at the site access locations.

5.2.2 As an initial target, it is appropriate to use the trip rates which were used in the analysis presented in the Transport Assessment.

5.2.3 The initial trip rates which were agreed are set out in **Table 5.1** below.

Initial Vehicle Trip Rates			
		Arr	Dep
Residential	AM	0.154	0.410
	PM	0.371	0.212
Food Retail (3,333sqm)	AM	3.772	2.579
	PM	6.788	7.518
Non-Food Retail (2,033sqm)	AM	2.279	2.279
	PM	3.152	2.775

Table 5.1: Vehicle Trip Rates

5.2.4 As the development progresses there will be an increasing level of ‘sustainable travel’ infrastructure in place. This will include pedestrian and cycle infrastructure and in particular, the presence of bus services directly to the site. As a consequence, it was

agreed to adjust the trip rates downwards to reflect the expected prevalence of sustainable modes of transport.

5.2.5 The adjustments made were agreed to be as set out in **Table 5.2** below.

		Reduction for Sustainable Measures		
		Phase 1	Phase 2	Phase 3
Residential	AM	N/A	-6.0%	-8.3%
	PM	N/A	-6.0%	-8.3%
Food Retail	AM	N/A	-5.0%	-8.0%
	PM	N/A	-5.0%	-8.0%
Non-Food Retail	AM	N/A	-5.0%	-8.0%
	PM	N/A	-5.0%	-8.0%

Table 5.2: Reduction in Agreed Trip Rates

5.2.6 The resultant vehicle trips associated with each phase of the development can be summarised in **Table 5.3** below.

Phase	Homes		Residential		Food Retail		Non-Food Retail		Total		
			Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep	2 Way
Phase 1	175	AM	27	72					27	72	99
		PM	65	37					65	37	102
Phase 2	475	AM	69	183	84	57	31	31	183	271	454
		PM	166	95	150	167	43	38	359	299	658
Phase 3	815	AM	115	306	81	55	30	30	226	392	618
		PM	277	158	146	161	41	36	464	356	820

Table 5.3: Development Vehicle Trips

5.2.7 This level of vehicle trip activity, which is equal to an approximate 8% reduction in traffic, will be regarded as the ‘target’ for the Travel Plan.

5.3 Remedial Measures

5.3.1 In the event that any individual monitoring report identifies traffic levels appreciably greater than those predicted, the developer will be required to identify additional travel planning measures to be included within the Travel Plans for implementation.

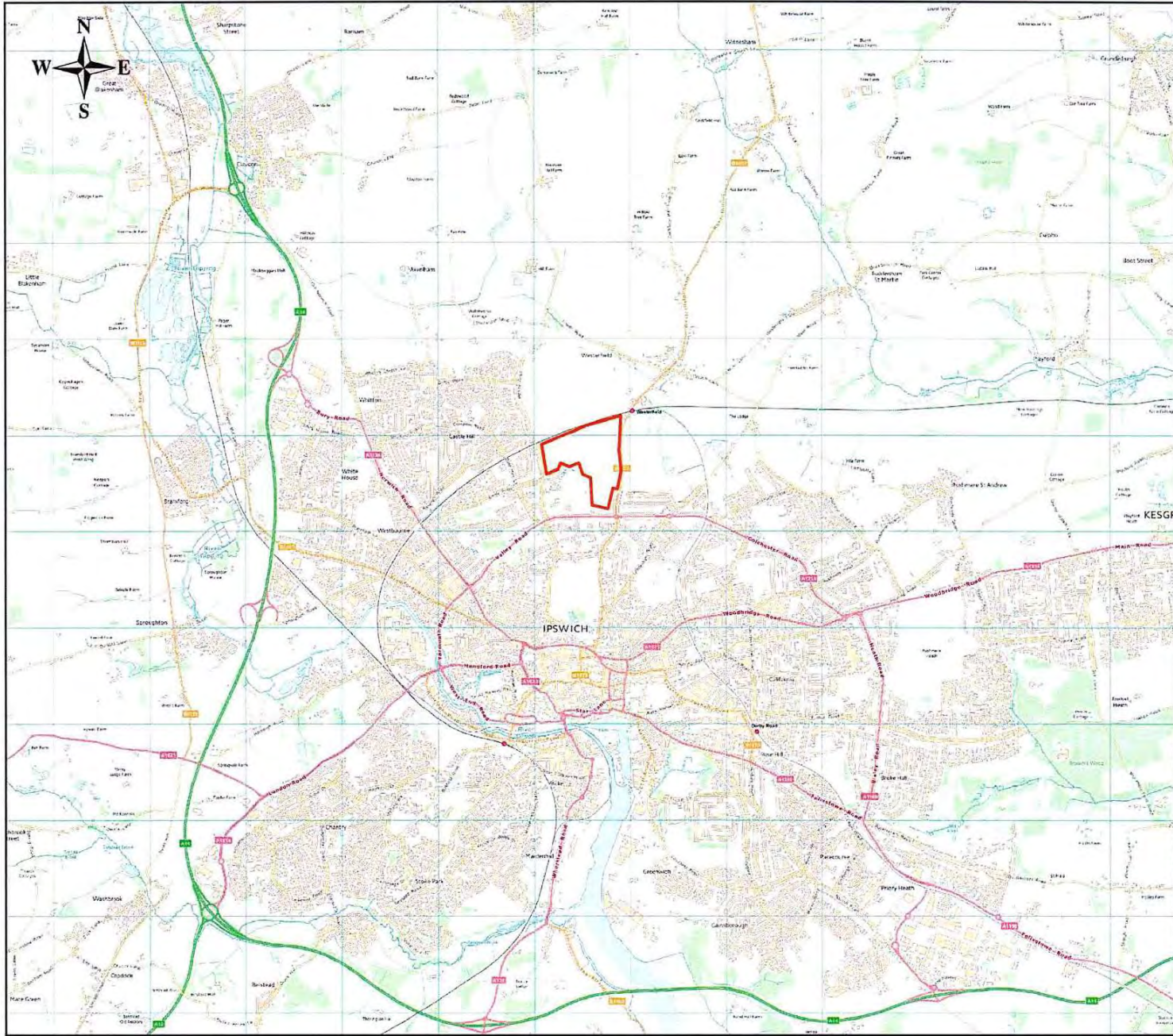
- 5.3.2 If the Council considers that the Travel Plan is not being properly implemented, they may choose to issue a Travel Plan Notice to the Travel Plan Coordinator, noting that they have failed to properly comply with the Travel Plan strategy.
- 5.3.3 On receipt of a Notice, the Travel Plan Coordinator will be given 90 days to respond, either explaining their actions, implementing the Travel Plan to the satisfaction of the County Council or providing additional measures to influence travel behaviour further.
- 5.3.4 If no adequate response is forthcoming the County Council may choose to use the Travel Plan Implementation Bond to secure further remedial measures.

6 ACTION PLAN

6.1.1 **Table 6.1** below provides a summary of the initial actions that are required to implement the Interim Workplace Travel Plan .

Measure	Responsibility	Timescale
Appoint Workplace Travel Plan Coordinator (TPC)	Lead Developer	Prior to occupation of any commercial development
Prepare Workplace Welcome Pack	TPC	Prior to occupation of any commercial development
Prepare measures for implementation	TPC	Prior to occupation of any commercial development
Form Transport Management Association	TPC	Within 6 months of occupation of the first commercial building
Undertake travel monitoring surveys	TPC	As per Full Residential Travel Plan
Submit Full Workplace Travel Plan to Suffolk CC	TPC	Prior to the occupation of any commercial development
Update Workplace Welcome Pack as necessary	TPC	As required (at least annually)
Undertake monitoring and complete report	TPC	Annually until 1 year after final occupation
Refresh Travel Plan and measures as required	TPC	Ongoing until 1 year after final occupation

Table 6.1 Interim Travel Plan Delivery Process



Legend
 Site Boundary

REV.	DETAILS	DRAWN	CHECKED	DATE

CLIENT:
**CBRE SPUK III (NO 45) LTD /
 MERSEA HOMES (IPSWICH) LTD**

PROJECT:
**LAND WEST OF
 WESTERFIELD ROAD**

DRAWING TITLE:
**SITE LOCATION
 (WIDER CONTEXT)**

SCALE:
1:50,000 @ A3

DRAWN: PJ	CHECKED: JL	DATE: 11.02.16
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9 Jordan Street,
 Manchester,
 M15 4PJ
 Email: info@crofts.co.uk
 Tel: 0161 663 3746
 Web: www.crofts.co.uk



DRAWING NUMBER: 447-G103	REVISION: .
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Plan 2



Legend
 Site Boundary

CBRE SPUK III (NO 45) LTD /
 MERSEA HOMES (IPSWICH) LTD

LAND WEST OF
 WESTERFIELD ROAD

SITE LOCATION (LOCAL CONTEXT)

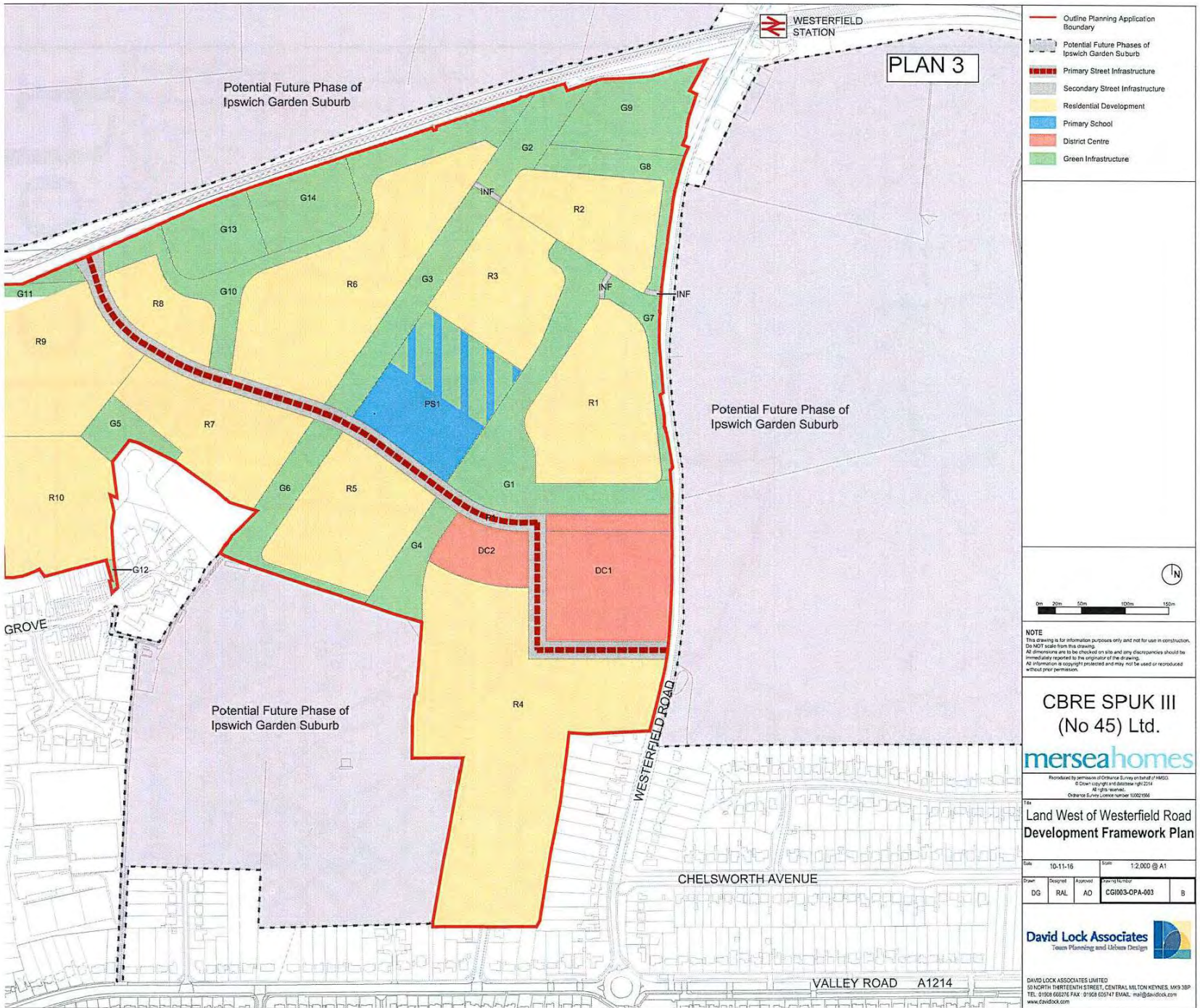


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 Tel: 0161 667 3746
 Web: www.crofts.co.uk

9 Jordan Street,
 Manchester
 M15 4PY

DRAWN:	DATE:	CHECKED:	DATE:	SCALE:
PJ	10.02.16	JL	10.02.16	1:15,000 AT A4

DRAWING NUMBER:	REVISION:
447-G102	.



- Outline Planning Application Boundary
- Potential Future Phases of Ipswich Garden Suburb
- Primary Street Infrastructure
- Secondary Street Infrastructure
- Residential Development
- Primary School
- District Centre
- Green Infrastructure

PLAN 3



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Land West of Westerfield Road Development Framework Plan

Date	10-11-16	Scale	1:2,000 @ A1
Drawn	DG	Designed	RAL
Approved	AD	Planning Officer	CGI003-OPA-003
			B

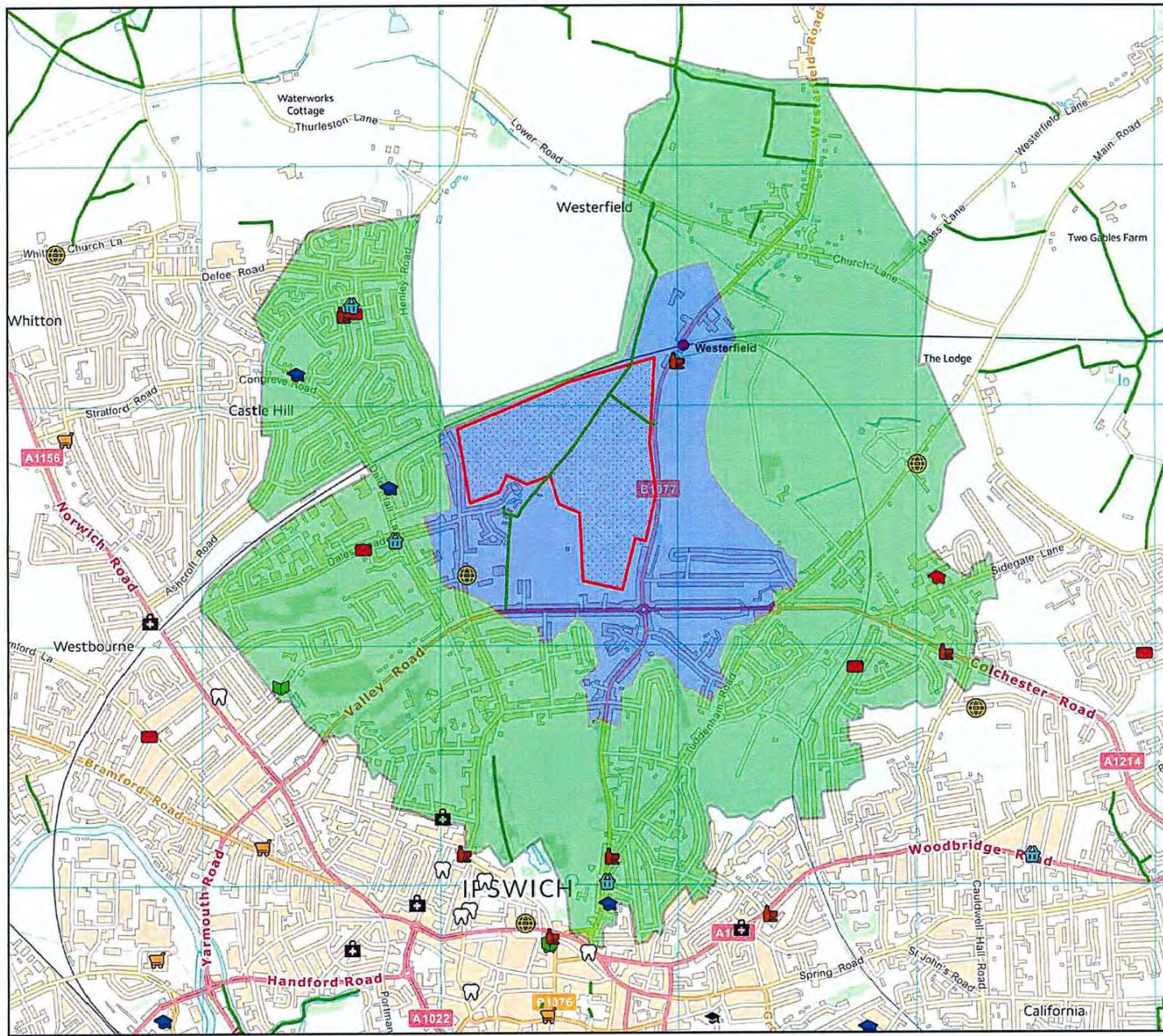
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 www.davidlock.com

Plan 4

Legend

- Site Boundary
 - Public Footpaths and Byways
 - 🏠 Convenience Stores
 - 🛒 Supermarket
 - 📮 Post Offices
 - 🏫 Community Facilities
 - 🎡 Leisure
 - 🏠 Public House
 - 🎓 Primary Schools
 - 🏫 Secondary Schools
 - 🎓 College or University
 - 🏥 Doctors Surgeries
 - 🦷 Dentists
- Pedestrian Walking Catchment**
- 1km
 - 2km



REV.	DETAILS	DRAWN	CHECKED	DATE

CLIENT:
**CBRE SPUK III (NO 45) LTD /
 MERSEA HOMES (IPSWICH) LTD**

PROJECT:
**LAND WEST OF
 WESTERFIELD ROAD**

DRAWING TITLE:
**PEDESTRIAN WALKING
 CATCHMENTS WITH NEARBY
 AMMENITIES**

SCALE: **N.T.S.**

DRAWN: PJ	CHECKED: JL	DATE: 10.02.16
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DRAWING NUMBER: 447-G104	REVISION:
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Plan 5

Legend

- Site Boundary
- Local Traffic Free Cycle Route
- National Cycle Route 1
- National Cycle Route 51
- Regional Cycle Route 48
- Public Footpaths and Byways

Cycle Catchment

- 5km



REV.	DETAILS	DRAWN	CHECKED	DATE

CLIENT:
**CBRE SPUK III (NO 45) LTD /
 MERSEA HOMES (IPSWICH) LTD**

PROJECT:
**LAND WEST OF
 WESTERFIELD ROAD**

DRAWING TITLE:
**LOCAL CYCLE ROUTES AND
 PUBLIC RIGHTS OF WAY WITH
 A 5KM CYCLE CATCHMENT.**

SCALE: **N.T.S.**

DRAWN: **PJ** CHECKED: **JL** DATE: **10.02.16**

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DRAWING NUMBER: **447-G106** REVISION: **.**